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By: _____
Patti Hespell

Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of John A. Schlack et al:

Conf. No.: 7793 : Group Art Unit: 2623
Appln. No.: 09/998,979 : Examiner: Chowdhury, Sumaiya A.
Filing Date: October 31, 2001 : Attorney Docket No.: T734-10
Title: Profiling and identification of television viewers

AMENDMENT

This paper is being filed in response to the Non-Final Office Action dated May 26, 2006.

Please amend the above-identified patent application, without prejudice, as follows: